

Message Text

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ACTION COME-00

INFO OCT-01 AF-08 ISO-00 INRE-00 SSO-00 CIAE-00 EB-07

INR-07 LAB-04 NSAE-00 PA-02 SIL-01 PRS-01 USIE-00

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O 231824Z AUG 76

FM AMEMBASSY DAKAR

TO SECSTATE WASHDC IMMEDIATE 6295

UNCLAS DAKAR 5396

E.O. 11652: N/A

TAGS: BEXP, SG

SUBJECT: DAKAR TRADE FAIR

REF: A) DAKAR A-44, B) DAKAR 5229

1. SUMMARY. EMBASSY HAS BEGUN RECEIVING POSITIVE RESPONSES ON TRADE FAIR. REQUEST OPINION EXHIBIT DIRECTOR RE PERSONAL ASSISTANT AND URGE COMMERCE TAKE WHATEVER FOLLOWUP ACTION POSSIBLE WITH INTERESTED FIRMS LISTED BELOW. END SUMMARY.

2. THROUGH WEEK ENDING AUG. 21, EMBASSY HAD SENT OUT 1100 INVITATIONS TO DAKAR TRADE FAIR. RESPONSES INCLUDE 4 POSITIVES, 19 POSSIBLES AND 37 NEGATIVES. IF EARLY RATIO OF 4 ACCEPTANCES OUT OF 65 RESPONSES IS MAINTAINED AND DEFECTIONS ARE KEPT TO MINIMUM BY FAST FOLLOW-UP, WE WILL BE WELL ON WAY TOWARD MOUNTING SUCCESSFUL EXHIBIT WITH BROAD RANGE OF US PRODUCTS.

3. IN ADDITION TO SINGER AND AMANA CITED REFTEL, POSITIVE RESPONSES HAVE BEEN RECEIVED FROM NL INDUSTRIES OF GOLDEN COLORADO (DR LEROY SCHARON) AND ESCO INDUSTRIES OF PORTLAND OREGON (W.H. WAMSLEY OF PARIS OFFICE). EMBASSY HAS SENT FAIR BROCHURES AND FOLLOW-UP LETTERS TO THESE EXHIBITORS BUT, AS EMBASSY DOES NOT HAVE ANY PARTICIPATION AGREEMENT FORMS, SUGGEST USDOC CONTACT THESE FIRMS THROUGH DISTRICT OFFICES, SIGN THEM UP AND COLLECT DEPOSITS BEFORE THEY CHANGE THEIR MINDS. PLEASE

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CONFIRM THAT THIS PROCEDURE ACCEPTABLE TO COMMERCE, AND ADVISE

RESULTS OF CONTACTS IN US.

3. WE HAVE ALSO SENT FOLLOW-UP LETTERS TO 13 FIRMS WHO REQUESTED ADDITIONAL INFORMATION ON FAIR. USDOC MAY CONSIDER CONTACTING THESE FIRMS TO REINFORCE EMBASSY LETTER: IRRIGATION AND IND DEV CORP, N.Y., J. JOHNSON; EUROINDUSTRIES, MIAMI, MORTON NASH (DAKAR 5260); UNITED TECHNOLOGIES, HARTFORD, CONN (PARIS OFFICE); BRISTOL MYERS, N.Y., H.O. MARTENS; ICD CHEMICALS, N.Y., JACQUES LEVIANT; FLEETWOOD INTERNATIONAL-BALFOUR MACLAINE, N.Y., MICHAEL BARRY; DEON EQUIPMENT, FARMINGDALE, N.Y., E.C. PERLMAN; DALE ELECTRONICS, COLUMBUS, NEBRASKA, C.L. PEITSCH; SEABOARD ALLIED MILLING, KANSAS CITY, MISSOURI, R.G. MYERS; DEL MONTE FOODS, SAN FRANCISCO, J.L. ARGALL; CLARK EQUIPMENT, BENTON HARBOR, MICHIGAN, E.A. SNYDER; CHASE MANHATTAN, N.Y., ART KILFOIL; FYREPEL, NEWARK, OHIO, ALAN LARIMER.

4. AMONG 30 U.S. FIRMS REPRESENTED IN SENEGAL (REFAIR), WE CONSIDER FOLLOWING MOST LIKELY PARTICIPANTS: LOUIS BERGER, PIPER AIRCRAFT, N-REN, LAG-ISC, MATERIALS SYSTEMS CORP, NCR, IBM, BURROUGHS, TII. MOST LOCAL REPS EXCEPT FOR LANG ARE NOT POSITIVELY INCLINED TOWARD PARTICIPATION, BUT WE ARE EMPHASISING LONG-TERM IMPORTANCE OF THIS FAIR TO THEIR COMMERCIAL INTERESTS IN SENEGAL IN VIEW OF SIGNIFICANCE WHICH GOS ATTACHES TO IT. AGAIN, COMMERCE MAY WISH TO REINFORCE OUR RECRUITMENT EFFORT WITH KEY EXECUTIVES OF THESE FIRMS IN THE U.S.

5. OTHER U.S. FIRMS REPRESENTED IN SENEGAL SUCH AS FORD ARE PARTICIPATING ENTHUSIASTICALLY IN FAIR, BUT UNDER AEGIS OF LOCAL DISTRIBUTORS WHOSE MULTI-NATIONAL PRODUCT LINES WILL BE DISPLAYED TOGETHER IN FRENCH OR SENEGALESE PAVILION.

6. POST HAS ONE FSO E/C OFFICER AND ONE SENIOR FSL COMMERCIAL ASSISTANT WHO WILL WORK LARGELY ON FAIR IN ADDITION TO PERFORMING NORMAL E/C WORK AS TIME PERMITS. FSL BILINGUAL SECRETARY (NO TRANSLATING) SHARED BETWEEN E/C AND REGIONAL LABOR OFFICER WILL ASSUME SOME FAIR-RELATED SECRETARIAL WORK. ONE SECRETARY-TRANSLATOR COULD POSSIBLY BE MADE AVAILABLE ON UNCLASSIFIED

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VIRTUAL FULL-TIME BASIS IN NOV-DEC. THESE PEOPLE ARE ALREADY ON POST PAYROLL.

7. IN ADDITION, POST IS CONSIDERING DESIRABILITY OF HIRING PERSONAL ASSISTANT TO EXHIBIT DIRECTOR WHO SHOULD BE ABLE TO ASSUME MYRIAD SMALL TASKS WHICH WILL BE NECESSARY TO HAVE EXHIBITS IN PLACE BY OPENING DATE. RESPONSIBILITIES WOULD INCLUDE NEGOTIATIONS WITH FAIR AUTHORITIES, COMPANY REPS,

TRANSIT COMPANIES, DECORATORS, SOME SECRETARIAL-TRANSLATION WORK, AND KEEPING TRACK OF BILLINGS. HOWEVER, HIGH COST OF PERSONAL ASSISTANT (DOLS 400/MONTH) WOULD HAVE TO COME FROM USDOC BUDGET. DOES EXHIBIT DIRECTOR BELIEVE SUCH PERSON SHOULD BE RECRUITED? POST WOULD ALSO LIKE TO KNOW IF HAHN HAS WORKING KNOWLEDGE OF FRENCH.

8. COMMITMENT TO PARTICIPATE IN DAKAR TRADE FAIR WAS MADE IN LETTER TO PRESIDENT SENGHOR FROM PRESIDENT FORD PRESENTED BY SECRETARY KISSINGER DURING MAY 1 VISIT TO SENEGAL. PARTICULARLY WITH US EXPERIENCE IN 1974 DAKAR FAIR, RECRUITMENT CHALLENGE WAS ANTICIPATED WHEN PARTICIPATION DECISION WAS MADE. EMBASSY IS MAKING MAXIMUM EFFORT TO RECRUIT FOR FAIR, REMAINS CAUTIOUSLY OPTIMISTIC, AND WILL APPRECIATE ALL POSSIBLE CONTINUING ASSISTANCE FROM STATE AND COMMERCE.DAVIS

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Draft Date: 23 AUG 1976
Decaption Date: 01 JAN 1960
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Enclosure: n/a
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ISecure: 1
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Margaret P. Grafeld
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04 MAY 2006

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